

## ABSTRACT

A content reproduction system that allow the user to rent or purchase any desired contents for reproduction without  
5 depending on a predetermined type of information of the user. The content reproduction system includes: a recording medium storing a license ticket including an encrypted master key; and a reproduction apparatus that receives from the user a request for a selected content and the information of the selected content,  
10 acquires distribution content information corresponding to the selected content, stores it in association with the license ticket into the recording medium. When reproducing the content, the reproduction apparatus generates a content using an encrypted content decryption key and an encrypted content that are  
15 contained in the distribution content information, and using a master decryption key information corresponding to the distribution content information, and reproduces the generated content.